

# Enable Your Digital Transformation

## Cisco Business Optimization for Retail



### Benefits

- Innovate faster to provide better shopping experiences
- Gain granular insights across users, devices, apps, and threats
- Reduce cost and complexity of store and supply chain operations
- Optimize digital footprint to reduce costs

### A Platform for Innovation and Growth

In the digital age, retailers must balance customer demands for more personalization and digital services, operational demands, requirements for omnichannel commerce, and opportunities to launch new stores or formats. The required business and digital footprint in the store and across the supply chain for all these initiatives is becoming increasingly complex and costly, and is often too rigid to adapt to a fast-moving environment. For example, multiple store networks are often deployed to support point solutions for video displays, cloud solutions, video surveillance, point of sale, and Wi-Fi. Achieving business goals in today's retail environment requires a consolidated network approach that unifies customer initiatives, workflow processes, and technology into a single intelligent, secure commerce platform.

Based on the Cisco® Digital Network Architecture, Cisco's Unified Retail Platform combines key IT capabilities in a small-footprint, zero-touch-deployment platform that incorporates industry-leading security, networking, video on demand, video surveillance, cloud connectivity, wireless, retail applications, and much more. Management is centralized, so your team has real-time visibility to maintain store services across multiple locations. Plus the platform is flexible, so you can enable business services in phases based on priority and customer demand, and scale services as your business grows.

### Optimize Your Real Estate

With ongoing adoption of omnichannel retailing, stores are becoming smaller and are serving as showrooms, as well as locations for picking up or returning merchandise. Retailers then supplement their showrooms with a broader array of products available online.

They are also looking for ways to save money in existing and new store designs. For instance, using energy management capabilities, you can monitor, measure, and manage energy consumption and utilization to gain full visibility into the energy use of every device and realize significant savings.

### Integrate Supply Chain and Logistics

Meeting the needs of digital shoppers in the omnichannel world requires a shift in supply chain approach. Securely extending access and visibility throughout the retail supply chain can create an integrated workflow that promotes innovation, improves efficiency, facilitates collaboration, and decreases business risk. The result is greater control, lower costs, increased responsiveness, and better business decisions.

### Bring New Products and Services to Market Faster

Providing a simplified infrastructure that supports innovation while reducing costs and risks is key to bringing new products and services to market more quickly. You benefit from real-time insights and analytics that allow you to securely and quickly develop apps and services to enhance customer experiences, create new business models, and grow revenues.

### Start Optimizing Your Business Today

Harness the power of the network to understand your customers better, provide differentiated experiences, deliver unified commerce, and empower your associates to provide better customer service – all on a single secure platform.

Let our retail experts guide you in creating and executing a roadmap for your digital transformation.

Contact your local sales representative.

For additional information, visit [www.cisco.com/go/retail](http://www.cisco.com/go/retail).

“[We have the] flexibility to quickly add new IT services, such as sales analytics, digital signage, or customer behavior analysis without the time and costs of adding physical servers. IT no longer slows down the speed of business.”

– Michael Leeper.

Director of Global Technical Infrastructure, Columbia Sportswear